



What Is EPA's ENERGY STAR Small BusinessSM Program?

ENERGY STAR Small BusinessSM is a free service that can help you cut energy costs and improve your equipment performance. ESSB provides unbiased, accurate technical information and recommends strategies that can also maintain—or improve—facility comfort and lighting quality. What's more, energy efficiency prevents pollution, so EPA wins, too.

With this service, there are no inspections, no reports, and no prescriptive-one-size-fits-all answers, just reliable, timely information to support your business decisions on energy costs, plus recognition for your success. Whether yours is a home-based business or a 100,000-square foot facility, ESSB can help you cut energy costs from 20 to 50 percent (depending on energy prices, hours of operation, type of business, and equipment).

Sign up for this free service today & benefit from:

- Toll-free helpline (1-888-STAR YES) to answer questions and provide coaching.
- Award-winning Web site (<http://www.epa.gov/smallbiz>) with its growing finance directory.
- On-line library of success stories and calculation tools.
- *Putting Energy into Profits*, a quick reference, 90-page guide.
- Eligibility in a national awards program that recognizes outstanding success stories.

Please send me more information:

Name _____ Title _____

Company Name _____

Type of Business _____

Approximate Square Footage _____ Number of Employees _____

Own _____ Lease _____ Please check one.

Street _____

City _____ State _____ Zip _____

E-Mail _____ Web Address _____

Phone _____ Fax _____

Please fax your information to (301) 977-8474

Call us toll free anytime at 1-888-STAR YES



River Run Bed & Breakfast

Inn (Kerrville, TX) saves \$2,400 annually and prevents nearly 77,000 pounds of CO₂ emissions. "You do not have to sacrifice beauty or spend a bundle to have an energy-efficient home or small business," say owners Ron and Jean Williamson.

For the whole success story, go to <http://www.epa.gov/smallbiz>



How To Grow a “Green” Small Business

Step 1: How Much Will It Cost Me?

You’ve heard that “it takes money to make money.” Our technical information and support are always free, so you pay only for any new equipment and improvements that you decide are profitable. Consider any upgrade with a 3-year simple payback or better. That’s roughly a 33-percent internal rate of return. Think of the money wasted each month on powering inefficient equipment as the downpayment on new, efficient equipment that provides better lighting and comfort.

Step 2: How Much Will I Save?

Energy efficiency can probably save you 20 to 50 percent on your energy bills, depending on what type of technology you upgrade. Look at your utility bills and visit the ENERGY STAR Small Business™ online calculator at <http://www.epa.gov/smallbiz>. The key is investing strategically in materials and equipment that are competitively priced and correctly installed.

Step 3: How Do I Know It Works?

Do not take our word for it. Read the growing list of diverse small business success stories from around the country at <http://www.epa.gov/smallbiz> or call us toll free at 1-888-STAR YES for free copies of success stories and other money-saving publications.

Step 4: Where Do I Begin?

Look at your last 12 utility bills and imagine 20 to 50 percent of that money back in your account. Most businesses find that lighting upgrades, simple equipment controls, or maintenance steps produce quick savings. But your business is unique and requires its own analysis. We will coach you in surveying your facility. You can also call your utility to see if it offers free energy surveys; if you want to use a contractor to conduct the survey and complete the upgrades, visit <http://www.epa.gov/asap> to find an ENERGY STAR Ally contractor near you.

Step 5: How Do I Finance My Upgrades?

- See “Money” at <http://www.epa.gov/smallbiz> for our finance directory.
- Call your area Small Business Development Center for free information.
- Call your local utility and ask if it offers energy-efficiency financing.

Step 6: How Do I Verify My Savings?

Bill comparison allows you to quantify your savings after implementation of energy-efficient measures. Add your energy bills for the year prior to your upgrade and for the year after project completion. The difference between your “before” and “after” totals equals your gross cost savings. Keep in mind any variations in weather, operating schedules, and equipment installed during the last 12 months.

Step 7: How Can I Capitalize On My Success?

Call ENERGY STAR Small Business™ and let us know you are interested in our program. The results of your upgrades may qualify your business to be a success story.

Remember: The only way to lose money now is to keep paying for more energy than you need

— Jerry Lawson

Director of ENERGY STAR Small Business™ Program



Petrucelli International
(Flushing, NY) saves more than \$4,000 annually and prevents nearly 26,000 pounds of CO₂ emissions because owner Armando Petrucelli knows that tough international competitors can't waste energy dollars.

For the whole success story, go to <http://www.epa.gov/smallbiz>



**For more information
call toll-free**

1-888-STAR YES

or visit our Web site at

**[http://www.epa.gov/
smallbiz](http://www.epa.gov/smallbiz)**